

CONTRACT

NBC *Right Now* KNDO
KNDO 23 KNDU 25 216 W. Yakima Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com

And:

Minnick & Minnick
 14751 N. Kelsey St.
 Suite 105 #616
 Monroe, WA 98272

<u>Contract / Revision</u> 93907 /		<u>Alt Order #</u>
<u>Product</u> July 2016		
<u>Contract Dates</u> 07/18/16 - 08/02/16		<u>Estimate #</u> July 2016
<u>Advertiser</u> POL/Larry Haler		<u>Original Date / Revision</u> 07/13/16 / 07/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> KNDO_KND	<u>Account Executive</u> Trude Smith	<u>Sales Office</u> KNDO-KNDU N
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	U	07/18/16	08/02/16	NORTHWEST TODAY 6AM	6-7AM		:30				NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/18/16	07/24/16	--W----				2	\$50.00	0.00			
		Week: 07/25/16	07/31/16	MTWTF--				8	\$50.00	0.00			
		Week: 08/01/16	08/07/16	MT-----				2	\$50.00	0.00			
N 2	U	07/18/16	08/02/16	LOCAL NEWS @ 6 M-F	6-6:30PM		:30				NM	6	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/18/16	07/24/16	----F--				2	\$115.00	0.00			
		Week: 07/25/16	07/31/16	MT-----				2	\$115.00	0.00			
		Week: 08/01/16	08/07/16	MT-----				2	\$115.00	0.00			
Totals										0.00		18	\$1,290.00

Time Period	# of Spots	Gross Amount	Net Amount
07/01/16 -07/31/16	14	\$960.00	\$816.00
08/01/16 -08/02/16	4	\$330.00	\$280.50
Totals	18	\$1,290.00	\$1,096.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

NBC *Right Now* **KNDO 23 KNDU 25**

INQUIRY RECORD FOR POLITICAL TIME **STATION KNDO -TV** **(TO BE PLACED IN PUBLIC INSPECTION FILE)**

Date: 7/6/16
 Request made by: Chad Minnick / Gabe Bowman Phone: 425-327-3602
 For candidacy of: Larry Haler (Committee name)

PRIMARY ELECTION X GENERAL ELECTION _____

POLITICAL PARTY:

DEMOCRAT _____

REPUBLICAN X

OTHER _____

Material Requested: Political Rate Card X Political Packet _____

Legally Qualified Candidate for the Office of State Rep.

Time Requested: (May attach copies of faxed orders)

Length of Broadcast	Class Hour Days	Class of Time	Times Per Week	Package or Rotation	Number of Weeks	Rates
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Date of First Broadcast: 7/18/16 Date of Last Broadcast: 8/2/16 Total Charge \$ _____

If not already on file, list chief executive officer(s) or members of the executive committee or board of directors of sponsoring organization (if other than candidate is making this inquiry).

Request Received By: _____ Title: _____ Date: _____

NAB Form PB-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KNDU	Date:
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I, Chad Minnick

being/on behalf of: Larry Haler, a legally

qualified candidate of the Republican political

party for the office of: State Representative

in the Aug 2 Primary

election to be held on: 8/2/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Larry Haler for State Rep.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Mueggler

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/6/16
Date

Chad
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Trude Smith
Printed Name

RSM
Title

NAB Form PB-17 Candidates

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Larry Haler Campaign
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Chad Minnick
signature of candidate or authorized committee

Chad Minnick
printed name

7/6/16
date

**KNDU/KNDO 2016 POLITICAL TIME
WASHINGTON GENERAL ELECTION 2016
SALES POLICIES
Revised 5-25-16**

The following sets forth the policies and practices of Station KNDU/KNDO-TV regarding the sale of political time for the 2016 Washington General Election (Nov. 8 2016).

1. **Applicability:** These policies apply only to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate "issue" advertising. Spot rates current to the airdates will be charged for schedules for Initiatives, Referendums, Levies and PAC's.
2. **Access:** Station may at its option offer or decline to offer advertising to state or local candidates for a particular office, provided that all candidates for a particular office are denied equally. Federal Candidates will be provided with reasonable access to the station's programming. Candidates may request specific programming and the Station will negotiate specific requests.
3. **Sponsorship Identification:** All spots must be submitted to station 24 hours prior to air date and subject to manager approval. All ads must comply with the identification requirements of Section 317 of the Communications Act. For a candidate to receive the lowest unit charge for the class of time purchased, all advertisements that refer to the opposing candidates must contain a printed statement that is displayed with a candidate picture and must identify the candidate, state the candidate approved the broadcast, and state the candidate and/or candidate's authorized committee paid for the broadcast. The Identification of the sponsor must also include political party affiliation and office sought by candidate, name of candidate, referendum, initiative or levy. A video identification of at least four (4) seconds in duration with letters equal to or greater than four (4) percent of the vertical picture height is required. If a political announcement does not contain proper sponsorship identification, the station reserves the right to add the appropriate material at the advertiser's expense.
4. **Orders:** Orders for political time will not be considered firm for broadcast clearance until the following have been provided:
 - a) Completed and signed Agreement Form for Political Candidates.
 - b) For agencies/candidates without established credit, political orders will be booked, (placed on avail sheet) however, not finally confirmed for broadcast until the Station has the check in hand. Unconfirmed spot schedules will be subject to pre-emptibility at the Station's discretion.
 - c) Where a corporation, committee, association or other unincorporated group makes the purchase, a list of the entity's chief executive committee or board of directors is required.
 - d) Where doubt exists, satisfactory proof that the candidate is "legally qualified," as that term is defined by the FCC.
 - e) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.
 - f) Advance orders for schedules of political advertising will be subject to reconfirmation 30 days preceding start of schedule.
 - g) Commercial materials along with written instructions for their use should be submitted to the Station as soon as possible to ensure proper airing. Station accepts videotapes, DVD or Electronic Delivery Systems (DG, System or Fast Channel).
 - h) Deadlines for all orders and contract changes are as follows: (Due date will depend on the day the order starts as outlined below)
 - Monday - by 4p Thursday prior to order
 - Tuesday - by 4p Friday prior to order
 - Wednesday - by 4p Monday prior to order
 - Thursday - by 4p Tuesday prior to order
 - Friday - by 4p Wednesday prior to order
 - Saturday - by 4p Wednesday prior to order
 - Sunday - by 4p Thursday prior to order

Send traffic instructions to instructions@kndo.com
Deadlines for all commercial Material & Traffic are as follows:
Monday at 2pm for a Wednesday start
Tuesday at 2pm for a Thursday start
Wednesday at 2pm for a Friday start
Thursday at 2pm for a Saturday start
Friday at 2pm for a Sunday, Monday or Tuesday start

The station does not maintain staff to accept orders or traffic on the weekend.

Failure by a political advertiser to fulfill all requirements in advance of the deadlines may result in preemption of some or all announcements or programs previously cleared.

Confirmation of broadcast or changes to schedules as ordered will be sent to the political advertiser and placed in the Station's Public Inspection File as soon as commercially possible, but will be available upon request.

5. Production: Station facilities may be used for production and standard production rates.

6. Availability:

1. Legally qualified candidates may purchase time on the basis of any class set forth on the attached rate card subject to availability. Legally qualified candidates may purchase time for the Election in the programs listed on the political rate card. The base availability is a 30 second ad (including sponsorship identification). Ad time is available in other lengths including: :60 & :90 seconds.
2. Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time made after 12 noon on the Tuesday preceding Election Day may not be filled due to lack of availability. The earlier an order is placed, the greater the scheduling option will be.
3. All spots are placed in the order the Station receives them. Due to potential "equal opportunity" obligations for opposing candidates, certain time periods may be unavailable for candidates in other political races.

7. Rates: Quoted rates are applicable for 5 business days starting from request date. Quoted rates from availability request are for 30-second ads. Rates for other lengths of spots will be quoted upon request. In addition to the program areas listed on the rate card.

KNDO/KNLU offers:

Fixed rates. These are ads scheduled to air at a particular time. These ads may not be preempted in favor of any other ad and will air as scheduled absent unforeseen program changes or technical difficulties.

Candidate-only rates. Ads that once cleared by the station will air in the time period purchased by the candidate. These rates are available to candidates less than 46 days prior to a primary election or caucus or less than 61 days prior to a general election. Once cleared, these ads may not be preempted in favor of any other ad.

Immediately pre-emptible rates. Ads scheduled to air at the station's discretion in the particular time period or rotation specified by the advertiser. These ads may be preempted in favor of other ads purchased at a higher rate. Each separate class of time is offered to candidates at its lowest unit charge; the lowest clearing rate of the particular class of time ordered by the candidate for the time period when the ad is broadcast. All spots desired by a candidate may not be available at the time the order is placed.

Rates may fluctuate on a daily basis according to the class of time ordered.

The Station reserves the exclusive right to designate the rates at which preemption will occur. The Station will provide its best good faith assessment of the likelihood of preemptions at specified rate levels upon request.

No candidate will be offered the station's lowest unit charge unless the candidate provides the stations with a certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002.

Requests for program time, including lengths of 30 and 60 minutes will be considered on an individual basis. No promotional announcements (aside from the candidate's separately purchased spot use) will be scheduled to promote political programs.

During the time period outside the 45 and 60 day pre-elections timeframe, legally qualified candidates may purchase advertising time at the current effective selling rate for the class of time desired subject to availability.

In compliance with Federal Regulations, a candidate that places a schedule directly on the station, without the use of a recognized advertising agency, is entitled to the 15% discount that normally would be paid to the advertising agency in commissions.

8. Rebates: In the event advertising time is sold for a particular class and for a particular time period and is broadcast during the political window at rates lower than the rate paid by the candidate, the candidate will be afforded the benefit of the lower rate either by way of a timely rebate or as credit against further purchases net of agency commissions.

9. Makegoods: The Station will use its best efforts to provide the "makegood" spots prior to the election for candidates "use" spots that are preempted due to technical problems or other problems or because of the nature of time purchased. Although the Station's policy is to offer all candidates makegoods before the election, it cannot guarantee to any advertiser that the makegoods can be provided in the time period or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer makegoods of equivalent value. If these are not acceptable to the advertiser, the Station will provide credits or refunds for preempted spots.

10. Rotations: Ads may be purchased individually or in designated rotations among several designated days or time periods.

I, Chad Minnick have read, understand and agree to the above policies.

Name Printed

Chad Minnick 7/6/16

Named Signed

Date



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Fax Transmission

To: Trude Smith
Fax: 509-737-6767
From: Chad Minnick
Pages: 8, including cover
Re: Ad inquiry